



## WINDOWS, EXTERIOR DOORS + EXTERIOR SUN PROTECTION IN ITALY + WEU

 03.04.2019

 FOUR POINTS by Sheraton Milan

### TARGET GROUP

CEOs, Marketing and Sales Directors from Windows, Doors + Sun Protection manufacturers, as well as from their distribution partners.

**REGISTRATION**

PRICE: € 890

EARLY BIRD Special: 2for1  
2 for the Price of 1  
until March 1, 2019

**MARKET DATA / MARKETING + SALES STRATEGIES**  
*.. from Europe's leading Market Research Institute for the Windows, Doors + Sun Protection Markets!*



**Dr. Stefano Armandi**

The expert in the area of market intelligence and international economics since 2013 is responsible for the construction elements markets at IC.



**Vito Graziano, BA**

The economics and political studies graduate joins Interconnection Consulting since 2016 as Consultant und Market Analyst.

## INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the Italian Construction elements market. In the morning we will give an overview of the core results of our studies and will analyze the singular product groups (Windows, Exterior Doors and Exterior Sun Protection elements) as well as the market environment (building construction) and economic outlook of the branch. We consider the market developments and potential, including forecasts up to 2021. We will also be presenting key market drivers, trends, and success factors.

The market lectures will include market sizes and will present the highlights of the singular segments. In the afternoon, you can expect to learn about selected tools for your marketing and sales agendas that will make you even more successful on the market! Our discussions following the lectures will give you the opportunity to ask questions and raise topics important to you!

## MARKET DEVELOPMENT | MARKET DRIVERS | TRENDS \*

Core results and benchmarks of the Construction elements market in Italy + WEU the following categories:

Windows, Exterior Doors + Exterior Sun Protection

Segments: Product Groups, Materials, Customer Segments + Business Segments  
including average prices and growth rates

Including data concerning the total market, forecasts for the upcoming 3 years and highlights of the developments in the singular segments\*. As well as trends and success factors.

\* The lectures are based on current studies, but they cannot and don't want to replace the studies!

## MARKETING TOOLS

CUSTOMER SATISFACTION:

Identifying requirements + maximizing profits

POWER PRICING:

Profit optimization through targeted Price Management

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**WINDOWS, DOORS  
+ SUN PROTECTION  
IN ITALY + WEU**

**WHEN: 03.04.2019**

**WHERE: FOUR POINTS  
by Sheraton Milan  
Via Gerolamo Cardano, 1  
20124 Milan**

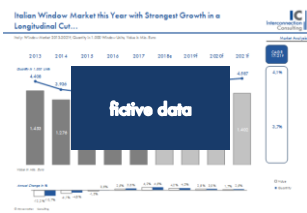
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## TOPICS + CONTENTS

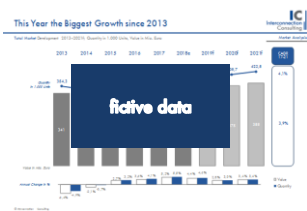
### The Italian marketes for Windows, Exterior Doors + Exterior Sun Protection

Our first presentation analyses the Italian market for construction elements in the categories Windows, Exterior Doors and Exterior Sun Protection. We present facts and figures on the current market sizes and the market developments for the total markets in various segments including forecasts until 2021. And we take a look on the most important developments of Western Europe's TOP markets. The presentation is based on our current market reports.



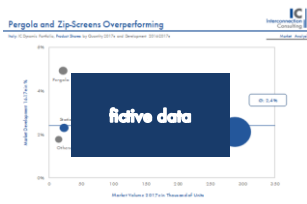
#### WINDOWS: Total market analyses by

- Frame material: PVC, Aluminium, Wood, Composites
- Business segments: New Building + Renovation
- Customer segments: Residential + Non-Residential Construction
- Distribution channels + Price segments
- including growth rates



#### DOORS: Total market analyses by

- Product groups: PVC, Aluminium, Wood, Metal + Combinations
- Characteristics: Types, Resistance classes, Application fields
- Business segments: New Building + Renovation
- Customer segments: Residential + Non-Residential Construction
- including growth rates + average prices

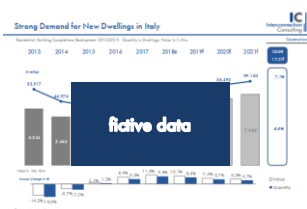


#### SUN PROTECTION: Total market analyses by

- Product groups : Awnings, Venetian blinds + Roller shutters
- Material: PVC, Aluminium, Others
- Level of motorization + Assembly systems
- Customer segments: Residential + Non-Residential Construction
- including a distribution analysis

### Market environment: Economic development + Building Construction in Italy

The second lecture observes the developments of the most important market drivers for construction elements: The Italian economy and Building Construction. We analyse the Residential + Non-Residential Construction market and present benchmarks on building permits and building completions in the segments New Building and Renovation. Furthermore we take a look on the most important developments in Western Europe's TOP countries. The presentation is based on our annually published IC Building Forecast.



#### MARKET ENVIRONMENT:

- Developments in Residential + Non-Residential Construction in Italy + WEU until 2021
- in the categories: New Building + Renovation
- by segments: Building types, Building permits + Building completions
- further market drivers: Economic development, Demography, Migration
- including growth rates + trends

## MARKETING TOOLS

### CUSTOMER SATISFACTION: Identifying requirements + maximizing profits

The measurement of customer loyalty primarily serves the purpose to raise profitability by enhancing customer satisfaction. New ideas gained by performance measurement shall consequently lead to a stronger customer retention. A good survey provides input to precise improvements in appropriate segments, whereby challenging markets require a regularly monitoring of customer satisfaction. Furthermore a sustainable company growth is based on enthusiastic customers, who appear as brand ambassadors.

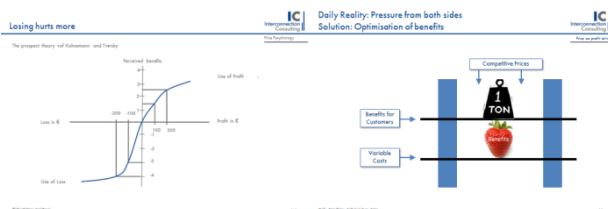
The lecture introduces the optimization of this circuit: from measurement, to improvement of the services, to a subsequent expansion of the client base.



- The measurement of customer satisfaction
- The main factors of customer loyalty
- Identify customer requirements: How to manage expectations
- Price + customer satisfaction: Analysis of the affordability of product features
- The difference between loyalty and customer retention

### POWER PRICING: Profit optimization through targeted Price Management

The lecture evaluates the force of prices on profit, markets and customer preference in consideration of branch-specific characteristics and current trends. We analyze aspects like price calculation and price increase and present tools to manage price settings and price fixing.



- The potential of slight price increases
- The destructive power of a price war
- Price elasticity compared to contribution margin
- The significance of prices from customer perspective
- New challenges for the pricing

## PROGRAM

- 09.00 Introduction
- 09.15 Market environment: Economic development + Building Construction in Italy
- 10.00 Coffee Break
- 10.30 The Italian markets for Windows, Exterior Doors + Sun Protection Elements
- 13.00 Lunch Break
- 14.30 CUSTOMER SATISFACTION: Identifying requirements + maximizing profits
- 15.30 Coffee Break
- 16.00 POWER PRICING: Profit optimization through targeted Price Management
- 17.00 End of the event

... including:  
a 3-course-menu  
catering  
electronic records

## Customer Quotes + References

The open discussion about numerous facets of sales has made it possible for me once more view behind my own „sales“ horizon. The day evolved new impressions, that surely will lead to new activities within my own marketing.

Joachim Rauch,  
Sales Director MAICO

The contributions were a refreshment and at the same time conveyed new knowledge and insights, and were giving impulses for self-reflection.

Andreas Wind,  
Project + Key Account Manager DCCS

